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Fall 2014 Marketing Intern

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### Fall 2014 Marketing Internship Final Report

As a fall 2014 Marketing Intern for NASA Kennedy Space Center's (KSC's) Center Planning and Development directorate, I have gained much experience and knowledge of what is expected of me in any work environment. Throughout my time at KSC, I have had a number of responsibilities and duties, many of which involved collaborating with other directorates in order to acquire guidance and information from other NASA experts, attending and participating in meetings, and also developing and providing input to a number of collective projects. My goal in this paper is to summarize my experience at KSC by explaining my responsibilities in detail and the skills I am able to take away as a result that will further aid me in my career path for the future.

The function of Kennedy Space Center's Center Planning and Development (CPD) directorate is to develop partnerships with the commercial space industry, academia, and other non-NASA government agencies to use KSC's facilities, technical capabilities, technologies and expertise, while building on existing partnerships. As an intern for the Spaceport Planning Office within the CPD, I played an essential part in promoting these opportunities by assisting the Marketing Specialist with organizing CPD's multi-booth exhibit for KSC's 2014 Innovation Expo. I was also responsible for gathering/reviewing video clips of interviews from existing

partners to be used as potential footage for video testimonials that would be used to educate the public on KSC. My last project was to develop a standard presentation highlighting the benefits and potential of partnering with KSC, which would be used by KSC partnership development managers (PDMs) when presenting externally to potential partners. With these various projects and limited timeframe to complete each, learning to effectively manage my time and actively multitask was imperative.

### KSC 2014 INNOVATION EXPO

Perhaps the project that required the most time and attention was that of planning for the KSC 2014 Innovation Expo. This internal event was held for KSC employees so that they would have the opportunity to learn about new up-and-coming technologies and center developments of which the other directorates on center have been working on. The expo spanned for three days, October 28, 29, and 30<sup>th</sup>, and CPD's multi-booth exhibit took place on the 28<sup>th</sup>. The Center Planning and Development directorate's purpose is to create partnerships between commercial industry and Kennedy Space Center. So, to better demonstrate to KSC's employees what it is we do, CPD invited a number of its partners to this event, where they would have a booth and speak to KSC employees one-on-one about their partnership with KSC. My job was to assist the Marketing Specialist in organizing CPD's multi-booth exhibit by attending weekly meetings with team members, coordinating tours of partner facilities with assigned points of contact (POCs), managing handouts, graphics, and other marketing materials used for display, as well as collaborating with partners to gather appropriate images for the slide show. Another task of mine was to assist in the initial set up of tables and room layout the afternoon before and the day of the event. I was involved in helping them locate their assigned booth space, assisting partners with their booth set up, as well as transporting their supplies.



Figure 1: Myself at the KSC 2014 Innovation Expo.

*Attending Weekly Meetings with Team Members.* Keeping track of progress is an essential part of any project. Beginning late September, the team began having weekly meetings lasting up until the week before the day of the event, which was held on October 28<sup>th</sup>. In order for CPD's multi-booth exhibit to be successful at the KSC 2014 Innovation Expo, I attended weekly meetings with team members where we would discuss each other's progress in contacting partners and knowing what all the participants needed for their booths. This included sending out invitations, requesting badging information, inquiring about booth accommodations, and keeping the partners informed of the overall expo schedule. By doing so, we were able to successfully plan

CPD's multi-booth exhibit despite several schedule and location changes and all in a limited time frame.

*Coordinating Tours of Partner Facilities.* On any of the three days which Innovation Expo was taking place, partners with onsite facilities had the opportunity to open their doors to KSC employees in order inform them of company activities and achievements. My role was to coordinate between the points of contact (POCs) of the participants and the KSC Tour Coordinator. If a partner was interested in offering a tour of their facility, I would request certain information, such as facility and group restrictions, time and date, contact information, as well as tour features. Accomplishing this task required me to be responsible for following up with each POC and making sure the required information was submitted to the KSC Tour Coordinator in a timely fashion.

*Managing Marketing Materials.* Designing the handouts to advertise CPD's exhibit for Innovation Expo was a careful task. Appropriate wording was imperative so as to not show any bias towards any specific partner participating in the event when creating the list. The written content also had to be updated, which required me to cooperate with team members to gather more current information. The completed layout was to be approved by the Marketing Specialist and then sent in to the graphics and printing department by a specific date in order to allow ample time to work around any modifications should the need had arisen. Aside from this handout, there were several other marketing materials that had to be readied to be used for the booth display. Those included, flyers highlighting the KSC Partnerships website, videos to inform others on KSC's vision and partnerships, posters and several other giveaways. To make sure nothing was forgotten, a checklist was drawn up and reviewed thoroughly during the previous day of afternoon set up and the morning of the event.

*Gathering Images for the Slideshow.* For the CPD exhibit at KSC Innovation Expo, I asked participants to provide us with images of their company (e.g., logo, machinery, or members), to play on a slide show on the screens inside the Mission Briefing Room (MBR) in the Neil Armstrong Operations and Checkout building (O&C) as the event was going on. My task was to contact partners to ensure the images shown were the most recent. If they weren't, I requested newer ones via email by a specific date. Once I had their approval and or received the new images, I placed them in a PowerPoint slideshow with the company name on the top. I was responsible for following up with those who had not responded by the date I had assigned and track this progress by periodically updating the event sheet created by the Marketing Specialist for our own use.



Figure 2: Bob Cabana, director of NASA's Kennedy Space Center in Florida, discusses space-related issues with attendees during the KSC 2014 Innovation Expo. (My slideshow in the background)

## VIDEO TESTIMONIALS

The secondary project for which I was responsible for overseeing was that of gathering video testimonials from existing partners. To be more specific, these would be short 2-minute video clips of existing partners discussing their experience with partnering with NASA Kennedy Space Center. They would be incorporated into the success stories page on the KSC Partnerships website with their corresponding success story. To accomplish this, I performed extensive research on KSC's partners and reviewed existing video clips of interviews for potential footage, coordinated with Partnership Development Managers (PDM's) and Public Affairs (PA) for new interviews, as well as attending and proposing my own set of questions for such interviews.

*Coordinating with Public Affairs to Create Video Clips.* Continuing on from the progress I had made during my previous internship the summer of 2014, I contacted our appointed Public Affairs Specialist to inquire about the footage that had been recorded from the interview with one of KSC's partners in July, which I had organized. The footage had been deemed unusable at first, but after much insisting on my part I was able to get working material from the Public Affairs office. After reviewing this interview many times, I selected the scenes that would be used for the shortened 2-minute length version and created a script so as to facilitate the process of adding the closed captions. I repeated this process with several other existing footages that had come from past interviews with other KSC partners and or press releases. Since following up with the Public Affairs office during the many stages of the project was imperative for its timely

completion, I have learned much about the importance of good communication, as well as maintaining a good relationship with my coworkers.



Figure 3: Finalized video testimonial of Johnny Bohmer President, Performance Power LLC

being interviewed by NASA Kennedy Space Center Public Affairs.

## THE STANDARD PRESENTATION

My last project for this fall internship was to make a standard PowerPoint presentation titled “Partnering with KSC” for the Partnership Development Managers (PDMs) to use when presenting to potential partners highlighting the benefits of partnering with KSC. I took several

steps to achieve this project, including inquiring about existing presentations from PDMs, researching potential information and creating an outline in which to present it, and lastly presenting my work to gain approval.

*Inquiring with PDMs about Existing Presentations.* I first approached this project by asking the PDMs if they had any specific presentation material or outline which they followed when presenting to a potential partner. From previous experience, I was aware that usually there were presentations used for external events and I wanted to be sure I would not repeat something that had already been done. I was also hoping that by having these I would gain a better idea of the process the PDMs used when presenting so that I could tailor the presentation I would create to better suit their needs. The responses I received, however, did not seem promising, so I began my search for potential content to create my own presentation for their use.

*Gathering/Researching Presentable Material.* I set out in search of potential/presentable material and after getting a good idea of what information I thought was best to include, I created an outline that would present what KSC has to offer in the most effective way possible. Upon finalizing this outline with my Mentor and Supervisor, I began contacting several members of my team asking for their opinions and permissions to use certain content. I did extensive research on the NASA websites reading a variety of articles to be sure I was using appropriate wording that was clear and accurate. I also located and incorporated many images from the Kennedy Media Gallery for visual appeal in my presentation.

*Gaining Approval.* Once I had put everything together, my next step was to present my work to my Mentor and Supervisor, as well as the Chief of Partnership Development. I arranged the meeting and began by reminding them of the purpose for the presentation. Keeping in mind the

needs of the PDMs, I made sure to ask what specifics, if any, they wanted included, and what improvements they believed needed to be made. Their input on this presentation was most valuable and I found there were many things they liked and few they noted that needed fixing. All that was left to do was make the final adjustments with the feedback I received and send it out for review one last time before having it uploaded to the SharePoint system where it could be accessed by anyone needing to use it.

## CONCLUSION

As I have gathered from my experience here at NASA Kennedy Space Center, there are a lot of skills required to have in order to make any project successful. The ability to communicate effectively with others and listen respectfully to their opinions is essential for any team setting and work environment. By collaborating with my team members to achieve each of my projects, I learned how important it was to have these qualities because not only did they serve me here, but I will take from my experiences here and apply them anywhere I go in the future. Building relationships with coworkers is just as important because it is a good feeling when someone goes out of their way to help you. Needless to say, throughout both my internships at KSC, I have learned many valuable lessons, and I could not be more thankful to have had such an amazing opportunity and work with such wonderful people.

### Works Cited

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